

Comparisons of Job Characteristics

Focus Occupation: Public Relations Specialists (27-3031)

Associated Occupation: Public Relations and Fundraising Managers (11-2031)

[Compare Knowledge](#)

[Compare Skills](#)

[Compare Abilities](#)

[Compare Detailed Work Activities](#)

[Compare Tools and Technologies](#)

<<	Focus occupation element is much lower
<	Focus occupation element is lower
0	Focus occupation element is at a similar level
>	Focus occupation element is at a higher level
>>	Focus occupation element is at a much higher level

Knowledge

Similarity of Focus Occupation to Associated Occupation: 93

Focus Occupation: Public Relations Specialists (27-3031)

Associated Occupation: Public Relations and Fundraising Managers (11-2031)

Associated Occupation's Key Knowledge Elements	Average Rating, All Occupations	Associated Occupation's Rating	Focus Occupation's Rating	Evaluation of Focus Occupation
Customer and Personal Service	11.3	20.4	14.0	<< Extensive education and/or training may be required
English Language	11.2	19.9	19.5	0 Current knowledge level may be sufficient
Sales and Marketing	5.2	18.9	15.2	<< Extensive education and/or training may be required
Communications and Media	5.3	18.4	18.4	0 Current knowledge level may be sufficient
Administration and Management	8.4	15.6	9.1	<< Extensive education and/or training may be required
Personnel and Human Resources	5.6	12.4	6.2	<< Extensive education and/or training may be required

The maximum possible rating is 25.

Source: Alaska Department of Labor and Workforce Development, Research and Analysis Section analysis of O*NET (Occupation Information Network) data.

Skills

Similarity of Focus Occupation to Associated Occupation: 94

Focus Occupation: Public Relations Specialists (27-3031)

Associated Occupation: Public Relations and Fundraising Managers (11-2031)

Associated Occupation's Key Skills Elements	Average Rating, All Occupations	Associated Occupation's Rating	Focus Occupation's Rating	Evaluation of Focus Occupation
Speaking	10.8	16.2	14.3	< A higher skill level may be required
Active Listening	11.0	15.1	13.3	< A higher skill level may be required
Writing	9.2	15.0	12.8	< A higher skill level may be required
Social Perceptiveness	9.1	14.3	12.0	< A higher skill level may be required
Coordination	9.1	13.6	11.8	< A higher skill level may be required
Persuasion	7.4	13.6	9.7	<< Extensive development of skills in this area may be required
Time Management	8.9	11.8	11.8	0 Current skill level may be sufficient

Management of Personnel Resources	6.9	11.5	7.9	<<	Extensive development of skills in this area may be required
Negotiation	6.8	11.5	9.1	<	A higher skill level may be required
Systems Analysis	6.5	11.4	8.6	<<	Extensive development of skills in this area may be required
Systems Evaluation	6.4	11.4	8.8	<<	Extensive development of skills in this area may be required
Management of Financial Resources	3.3	10.1	2.9	<<	Extensive development of skills in this area may be required
Management of Material Resources	3.7	7.2	3.4	<<	Extensive development of skills in this area may be required

The maximum possible rating is 25.

Source: Alaska Department of Labor and Workforce Development, Research and Analysis Section analysis of O*NET (Occupation Information Network) data.

Abilities

Similarity of Focus Occupation to Associated Occupation: 98

Focus Occupation: Public Relations Specialists (27-3031)

Associated Occupation: Public Relations and Fundraising Managers (11-2031)

Associated Occupation's Key Abilities Elements	Average Rating, All Occupations	Associated Occupation's Rating	Focus Occupation's Rating	Evaluation of Focus Occupation	
Oral Expression	12.4	17.3	15.2	<	Some improvement in abilities may be required
Speech Clarity	10.2	16.0	13.8	<	Some improvement in abilities may be required
Written Expression	9.8	16.0	14.0	<	Some improvement in abilities may be required
Oral Comprehension	12.5	15.5	15.6	0	Current ability level may be sufficient
Written Comprehension	11.0	14.3	13.6	0	Current ability level may be sufficient
Speech Recognition	9.9	14.2	12.5	<	Some improvement in abilities may be required
Problem Sensitivity	11.1	13.6	12.0	<	Some improvement in abilities may be required
Deductive Reasoning	10.6	13.3	12.0	<	Some improvement in abilities may be required
Fluency of Ideas	7.6	12.5	10.3	<	Some improvement in abilities may be required
Originality	7.6	11.4	10.1	<	Some improvement in abilities may be required
Memorization	5.6	8.1	5.0	<<	Extensive improvement in abilities may be required

The maximum possible rating is 25.

Source: Alaska Department of Labor and Workforce Development, Research and Analysis Section analysis of O*NET (Occupation Information Network) data.

Activities that Both Occupations Have in Common

Similarity of Focus Occupation to Associated Occupation: 85

Focus Occupation: Public Relations Specialists (27-3031)

Associated Occupation: Public Relations and Fundraising Managers (11-2031)

Work Activities	Exclusivity of Activity
Communicate visually or verbally	56
Confer with other departmental heads to coordinate activities	61
Direct and coordinate activities of workers or staff	3
Establish and maintain relationships with community organizations	81
Maintain awareness of social trends	71
Maintain relationships with agency personnel or community organizations	89
Make presentations	13
Monitor consumer or marketing trends	74
Use public speaking techniques	13

Not all positions in these occupations will necessarily perform all of the listed activities. The exclusivity rating is an indication of how unique the activity is amongst all occupations. The maximum rating is 100. High scores indicate that only a small number of occupations engage in that activity.

Source: Alaska Department of Labor and Workforce Development, Research and Analysis Section analysis of O*NET (Occupation Information Network) data.

Tools and Technologies that Both Occupations Have in Common

Similarity of Focus
Occupation to Associated
Occupation: 94

Focus Occupation: Public Relations Specialists (27-3031)
Associated Occupation: Public Relations and Fundraising Managers (11-2031)

Tools and Technologies	Exclusivity
Business function specific software	1
Computers	1
Content authoring and editing software	1
Content management software	6
Data management and query software	1
Development software	4
Duplicating machines	6
Information exchange software	1
Network applications software	1
Personal communication devices	2

Not all positions in these occupations will necessarily use all of the listed tools and technologies. The exclusivity rating is an indication of how unique the tool or technology is amongst all occupations. The maximum rating is 100. High scores indicate that only a small number of occupations use that tool or technology.

Source: Alaska Department of Labor and Workforce Development, Research and Analysis Section analysis of O*NET (Occupation Information Network) data.